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FARNAM'S CHRYSANTHEMUM FARM

"The Home of Gorgeous Chrysanthemums"

M. Farnam, Proprietor

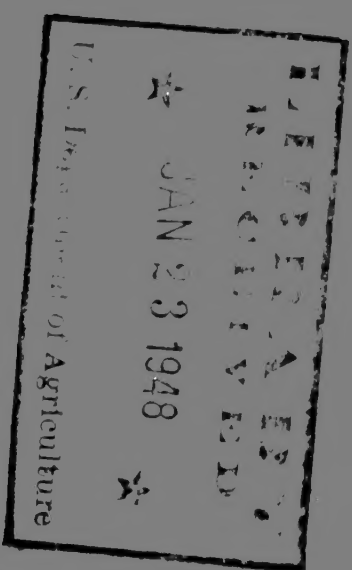
NEW BLAINE, ARKANSAS

1948 LISTINGS



Plants Clumps

Handwritten note:
1000 plants
1000 clumps
1000 plants
1000 clumps



FARNAM'S 1948 LISTINGS

FARNAM'S CHRYSANTHEMUM FARM NEW BLAINE, ARKANSAS

DEAR FLOWER-LOVING FRIENDS AND CUSTOMERS:

The winter of 1947 was very hard and spring was late in getting started. The most of our English mums perished through the winter and we had to disappoint many. This summer was very hot and dry. We had no rain for seventy-one days, beginning July 1st. All our Chrysanthemums held up fine and produced a nice crop of flowers, though the stems were short with the exception of the English Mums. These dried out 100 per cent, so if you are looking for the thriftiest and hardiest of Chrysanthemums, you will find them listed here. We do not irrigate and the only winter protection we give them is a light covering of pine branches and, believe me, our winters are hard on Chrysanthemums. We will have perhaps a week or 10 days of the loveliest weather—green grass, birds singing—and then three or four days of hard freezing weather. This alternate freezing and thawing is very hard on Chrysanthemums. A covering of snow makes a nice snug blanket for them.

So many of our friends and customers write in wanting to know how to carry their Chrysanthemums over winter. Perhaps the above will give them some idea. If you do not have evergreen, use some sort of excelsor. During a dry season, do not water unless you can give them a good soaking at least once a week, or they will die out.

And now, just a few more words. Those that belong to a Garden Club and wish to win some of those blue ribbons, our book on the culture, etc., of Chrysanthemums will show them how.

With best wishes for all success and much enjoyment in your garden. May it grow more beautiful year after year.

Sincerely yours,

M. FARNAM.

BOOK FOR SALE

How to Grow Chrysanthemums Out of Doors

Written by experienced members of the Portland Chrysanthemum Society and other authorities. We have found it to be one of the best books on growing Chrysanthemums out of doors. The many contributors to this book are all successful growers and by purchasing it and following instructions you will be another successful Mum grower and blue ribbon winner.

\$1.50 POSTPAID

New Varieties of Proven Merit

35c EACH

CANDLELIGHT—Well-formed flowers of creamy-white. Excellent plant habits. Sept. 15.

CHARLES NYE—Double; rounded flowers of rich buttercup yellow and firm substance. Sept. 24.

COURAGEOUS—Bright, dark ruby-red, large double flowers, strong stiff stems. Sept. 29.

EARLY HARVEST—A mass of glowing mahogany-orange flowers for two months. Sept. 7.

HEATHERBLOOM—Heather-pink, center shaded rose with gold tipping. Sept. 4.

SIENNA—Dark reddish-orange toned burnt-sienna brown; a heavy textured flower. Sept. 15.

GOLD COAST—A small, deep lemon yellow Pom. Its clean, vigorous, free-growing habit is outstanding. The flower is small, firm, the color is intense. October 25.

PINOCCHIO—A hard, glistening snow white Pom. The tightly packed quilled petals of the small hard flower are a pleasure to see and handle. October 25.

CAROLINE YOSICK—A small decorative low pink Pom. Possesses excellent color holding quality. October 25. It compliments and completes an important trio—Gold Coast, Pinocchio, and Caroline Yosick.

GRANITE STATE (PD)—The perfect white for pots; naturally compact, snow white, ball shaped, hard semi-incurved large Pom. Disbud. Matures October 25.

ALLEGRO (DE PETRIS) (H)—One of the finest shrimp-pink varieties for cutting. Early October.

MORNING STAR (DE PETRIS) (H)—A large fully double, soft primrose yellow, shading to cream yellow; extremely early flowering, blooming from late August until killing frost; extremely hardy, and the foliage is disease resistant. Early Oct.

MORNING GLOW—(DE PETRIS)—A lovely early flowering lavender to mauve pink Pom. A most desirable color. Early Oct.

AVIATOR (DE PETRIS)—New coppery-red which promises to become very popular. A vigorous and easy grower. Early Oct.

SCARLET COAT—Large, richest scarlet with orange cast. Oct. 10.

MARTIN'S WHITE—Large Dec., pure white. Sept. 20.

Hardy Garden Chrysanthemums

POMPONS, SINGLES, ANEMONES

The selection of Hardy Chrysanthemums offered consists of the very finest early flowering and late flowering varieties. The color range is complete and represents the most desirable shades and tints. Any one of the varieties listed may be grown by you with the positive assurance of providing you with masses of color for the late garden. Beginning with the early cushions, and almost any of the others for later on.

Pompons are rounded blossoms of perfect form, ranging from small or so-called buttons (1½ inches in diameter) as the Jewells, to the large ball-like flowers of the Dot's and Doty's (3 to 4½ inches in diameter). This large size applies to disbudded Poms. All are strong, upright growth, requiring little staking, if any, and have a greater ability to resist frost than the other varieties and for this reason are particularly valuable for the North where frosts come early. Are unsurpassed for cut flower work.

Anemones are one or more flat rays of perfect petals, but with pronounced cushion or disc in the center of the flower.

(H—Indicates hardy or garden varieties; D—Indicates varieties suitable for disbudding.)

PLANTS: 25c EACH

CLUMPS. 75c EACH. SPRING DELIVERY

WHITE

Name and Description	Height Size and Type	Matures
JEAN CUMMINGS (H) Ivory white.....	Tall, L, Dec.	Sept. 20
YODATHS WHITE (H) Best early white.....	Low, L, Dec.	Sept. 25
AVALANCHE (H) One of six best Mums.....	Med., L, Dec.	Oct 5
SILVER MOON (H) Shasta Daisy like.....	Tall, L, Sgl.	Sept. 15
UVALDO (H) Cream white.....	Med., Int., Pom	Oct. 10
WHITE JEWELL, Good early Pom.....	Med., S., Pom.	Oct. 15
IRENE (H) Good early cutflower.....	Med., S, Pom.	Oct 15
MINONG, Fine for cutflower work.....	Tall, S., Pom.	Oct. 20
OCONTO (DH) Clear white.....	Med., L., Pom.	Oct. 25
WHITE BALLET GIRL (H) Prolific.....	Low, Anem	Nov. 1
WHITE DOTY (D) Ivory white.....	Med., L., Pom.	Nov. 1
CRYSTAL JEWELL, Good, firm blooms.....	Tall, S., Pom	Nov. 1
VESPER, Good late Pom.....	Tall, Int., Pom.	Nov. 8
RICHARD MANDELL (D) Best large ball.....	Med., L., Pom.	Nov 10

YELLOW

BARBERA CUMMINGS (H) Buff yellow.....	Med., L., Dec.	Sept. 15
POMPONETTE (H) Light Buff yellow.....	Med., Int., Pom.	Sept 15
KING MIDAS (H), Light lemon yellow.....	Med., L., Dec.	Sept. 30
JUDITH ANDERSON (H) Golden yellow.....	Med., S., Pom.	Sept. 30
FLAVITA (H) Golden yellow.....	Low, Int, Dec.	Oct. 10
YELLOW SPOON (H) Light golden yellow.....	Med., L., Spoon	Oct. 10
YELLOW IRENE (H) Light lemon yellow.....	Med., S., Pom.	Oct. 12
RODELL IMPROVED (H) Lemon yellow.....	Med., S., Pom.	Oct. 15
YELLOW HAMMER, Golden yellow.....	Tall, Int., Pom.	Oct. 20
CINCINNATI (D) Golden yellow.....	Med., L., Pom.	Oct. 20
GOLDEN SPRAY, Deep lemon yellow.....	M., Int., Pom.	Oct. 20
GOLDEN HERALD (D) Deep golden yellow.....	Tall, L., Pom	Oct. 23
LIZZIE ADCOCK (H) Sulphur yellow.....	Med., L., Sgl.	Oct. 25

FARNAM'S CHRYSANTHEMUM FARM, NEW BLAINE, ARK.

HARDY GARDEN CHRYSANTHEMUMS

Name and Description	Ht. Size Type	Matures
SUE BAILEY, Golden yellow	Med., S., Pom.	Oct. 25
YELLOW DOTY (D) Deep golden yellow.....	Tall, L., Pom.	Oct. 25
LEMON BUTTON, Light lemon button.....	Tall, S., Pom.	Oct. 25
TINTS OF GOLD (D) Deep golden yellow.....	Tall, L., Pom.	Oct. 25
YELLOW SARDI, Soft sulphur yellow.....	Tall, L., Pom.	Oct. 25
YELLOW DOT, Yellow bronze dot.....	Tall, Int., Pom.	Oct. 25
YELLOW BALLET GIRL (H) Golden yellow.....	Med., Int., Anem.	Oct. 28

PINK

JEAN TREADWAY (H) Light rose pink.....	Med., Int., Dec.	Oct. 1
MRS. P. S. DuPONT (H) Peach pink.....	Med., L., Dec.	Oct. 5
LAVENDER LADY (H) True lavender.....	Med., L., Dec.	Oct. 8
SYMPHONY (H) Peach-rose-lavender	Tall, L., Dec.	Oct. 15
JEWELL, Lavender pink	Med., S., Pom.	Oct. 15
CAPT. JOHN SMITH (H) Rose pink.....	Med., L., Dec.	Oct. 5
DARK PINK JEWEL, Dark pink	Med., S., Pom.	Oct. 15
PINK PEARL, Rose pink	Med., S., Pom.	Oct. 20
JEWELRY, Powder pink	Tall, S., Pom.	Oct. 20
ROSE CHARM (D) Dark lavender.....	Tall, L., Pom.	Oct. 25
JESSIE, Light lavender	Med., Int., Pom.	Oct. 25
PINK DOT, Light pink, rose eye	Med., Int., Pom.	Oct. 25
CHINESE ROSE (D) Rose tinted gold.....	Med., L., Pom.	Oct. 15
DAINTY MAID, Mauve pink, button, tiny.....	Med., S., Pom.	Oct. 25
PINK SPOON (H), Pale pink	Med., L., Spoon	Oct. 25
NELLIE KLERIS (D) Pale pink	Tall, L., Pom.	Oct. 25
JANE KELSEY (D) Deep rose lavender.....	Tall, L., Sgl.	Oct. 25
ISOBEL, Light lavender	Med., S., Pom.	Nov. 1
LILLIAN DOTY (D), Light mauve pink.....	Tall, L., Pom.	Nov. 1

RED AND BRONZE

HARMONY (H) Yellow, Rose, Bronze.....	Short, Int., Dec.	Aug. 10
PIPESTONE (H) Light reddish bronze.....	Short, Int., Dec.	Aug. 10
HARBINGER (H) Yellow, red bronze.....	Med., L., Dec.	Sept. 15
AUTUMN LIGHTS (H) Bright orange red.....	Med., L., Semi-Dbl.	Oct. 1
MRS. R. C. HASTINGS (H) Crimson.....	Med., L., Dec.	Oct. 5
BURGUNDY (H) Wine red	Tall, L., Dec.	Oct. 5
RUBY POMPON (H) Ruby crimson	Med., Int., Pom.	Oct. 5
CALIPH (H) Oxblood red	Med., Int., Dec.	Oct. 8
RED VELVET (H) Velvety crimson red.....	Med., Int., Dec.	Oct. 8
MANDERINE (H) Salmon red	Tall, L., Dec.	Oct. 10
RUTH CUMMINGS (H) Red orange	Tall, L., Dec.	Oct. 20
CHESTNUT BURR (H) Dark reddish bronze.....	Tall, L., Dec.	Oct. 15
NEW PHILADELPHIA (DH) Ruby red.....	Tall, L., Pom.	Oct. 20
RED FLARE (H) Dark red	Med., Int., Dec.	Oct. 20
BONFIRE (H) Red and gold	Med., Int., Dec.	Oct. 20
LOUISE SCHILLINGS (H) Orange red.....	Tall, L., Dec.	Oct. 15
ROMAN BRONZE, Rose Bronze-cast	Tall, Int., Pom.	Oct. 20
ADELAIDE, Dark reddish bronze	Med., S., Pom.	Oct. 23
JEMIMA (D) Bright reddish bronze.....	Med., L., Pom.	Oct. 23
NATOMA (H) Flame scarlet	Med., Int., Dec.	Oct. 25
GOBLIN (H) Autumn colors; good.....	Tall, L., Dec.	Oct. 28
RED PRIMROSE (H) Wine red.....	Tall, L., Dec.	Oct. 25
CRISON GLORY, Crimson	Tall, Int., Pom.	Oct. 25
ROBIN HOOD, Dark red, frost resistant.....	Med., S., Pom.	Nov. 5
NAVAHO, Deep crimson, good late Pom.....	Med., Int., Pom.	Nov. 5

Large Flowering Commercial Varieties

To produce those big blooms, they must be disbudded, leaving from one to four blooms per plant. Pinch tops when plants are eight or ten inches high. (P) Indicates varieties suitable for pot plants.

PRICE: 35c EACH

WHITE

Name and Description	Type	Matures
SMITH'S EARLY WHITE, Clear white	Semi-Inc.	Oct. 5
SILVER SHEEN	Incurved	Oct. 20
ALBATROSE, Extra large	Incurved	Nov. 1
WHITE FRICK (P) White suffused pink	Incurved	Nov. 25

YELLOW

GOLD LODGE (P) Light lemon yellow	Reflexed	Oct. 5
GOLDEN OCTOBER, Deep lemon yellow	Semi-Inc.	Oct. 15
MRS. H. E. KIDDER (P) Deep lemon yellow	Incurved	Oct. 20
BLAZING GOLD (P) Deep golden yellow	Incurved	Oct. 25
SUNFLOW, Golden yellow	Incurved	Oct. 25
SMITH'S SUPERLATIVE, Deep gold yellow	Incurved	Oct. 28

MARY KASTAK (N. Yellow) A hard to describe Mum; the dominant shade is yellow, overcast with orange, sometimes a deep bronze; allowed to grow in sprays a lovely yellow; with the best of qualities; perfectly hardy, with long lasting blooms; when disbudded will grow any number of 5-inch blooms; if larger blooms are desired leave about four blooms to grow to a plant; if only one bloom is grown to a plant a 12-inch bloom may be expected. October 25

50c EACH

PINK

PINK CHIEF, Lavender	Incurved	Oct. 15
JUSTRITE (P) Light rose pink	Incurved	Oct. 15
MAJ. EDWARD BOWES, Dark lavender	Incurved	Oct. 20
HELEN FRICK, Rose pink	Incurved	Nov. 25

BRONZE AND RED

INDIANOLA, Light reddish bronze	Semi-Inc.	Oct. 15
ILDA BERGER, Dark reddish bronze	Incurved	Oct. 25
GLITTERS (P) Deep glowing orange	Reflexed	Oct. 28
GARNET KING, Dark red	Reflexed	Nov. 5
MRS. DAVID F. ROY, Crimson	Incurved	Nov. 15
BRONZE FRICK (P) Buff bronze	Incurved	Nov. 25

HELEN FRICK, BRONZE FRICK, WHITE FRICK

Try these three beauties for late flowering indoors. Grow them in your garden until early part of September. Water well before lifting; lift with a ball of soil, press into pot, water well, keep shaded for a few days.

THREE PLANTS, ONE OF EACH, \$1.00

Field Grown Clumps---Hardy Chrysanthemums

Buy Mums the way the nurseryman does. These undivided clumps come just as they are dug from the field and will produce from five to ten flowering stems next year.

Remember, each clump will produce at least five or ten flowering stems next spring that will cost you 25c each if purchased then

Shipped via express March-April. For parcel post shipments add 10c per clump extra.

FARNAM'S 1918 LISTINGS

Tall Bearded Iris

35c Each

BLACK DOUGLAS S. deep violet, F. Violet blue.

BLUE HILLS An exceptionally large refined Iris of clear blue.

FRIEDA MOHR Largest, most brilliant Pink Iris. Fragrant.

LOHNGRIN A soft medley of pastel pink, buff, peach and orchid.

PINK SATIN Large, finely shaped flower of a very delicate, yet glistening pink.

RAMESES A lovely blend of soft yellow and turrelline-pink.

SHAH JEHAN A multi-color Iris with seven distinct colors. S. soft creamy buff, flushed soft lavender and sufficed gray, fading to almost pure white. F. deep rich ruby red with one-eighth inch white border.

UTE CHIEF A new Indian red color; very attractive.

WAMBLESKA Huge bloom of pure white, gold beard and veining.

WM. MOHR Blooms simply immense; ground color pale lilac; S. flushed darker, the whole flower beautifully veined maroonese violet.

DARE Huge bloom; S. Lemon yellow; F. Ivory white, orange beard.

COLLECTION OF THE ABOVE

ELEVEN BEAUTIES, LABELED, \$3.00

Our plants are strong and healthy, well rooted, started out of doors and already acclimated to conditions in your garden. They need no extra handling such as is experienced with rooted cuttings out of green houses.

All are state inspected and true to name. We guarantee delivery. Should they arrive in poor condition, just have your Postmaster or Carrier sign your claim and your order will be refilled. All claims must be made immediately, as our responsibility ceases after delivery is made.

Plants are well packed in moss and boxes.

Orders of 12 plants or more are sent postpaid. Orders of less than 12 plants, add 25c extra for packing and mailing.

We start shipping approximately April 15th, sometimes earlier if the season is advanced.

ALL ORDERS SENT AT PROPER PLANTING TIME in rotation received unless specific shipping date is given.

We do not like to substitute, but sometimes we have a run on certain varieties which we did not anticipate. Should this happen we will substitute, unless asked not to do so, or the names of a few second choice could be sent with your order, which would be the best. However, we plan to have enough plants to fill all orders complete.

Culture of Chrysanthemums

Garden culture of Chrysanthemums can be about the last word in simplicity. The more important needs of Chrysanthemums are given here: Good average soil, such as required by any vegetable crop—well rotted barnyard manure, plus 20 per cent superphosphate, leaf-mold, or peat moss, supplemented by a well balanced chemical fertilizer. Soil should be prepared to a depth of 15 or 18 inches, incorporating all fertilizers thoroughly.

Planting should be done with care, watered well, and loose soil piled around base of plant.

Avoid old overgrown clumps. Healthy divisions or pieces taken from an old clump give best results.

Do not overcrowd—18 inches apart or 18 inches from any other plant is close enough.

To avoid lanky or spindly plant growth, pinch the plants once, when plants are six or eight inches high.

Under no circumstances use chemical fertilizers when the soil is dry. Liquid manure is safe at any time. Late August or early September a complete fertilizer such as Vigoro or 5-10-5 is in order.

To grow large flowering Mums, keep all side shoots rubbed off and when buds form pinch out all the buds except the large terminal or crown bud; grow one to four blooms to a plant.

The large Pompoms may be disbudded; the blooms then form a lovely large ball.

To control leaf spot, spray with Bordeaux mixture, or dust or spray with dusting sulphur, or liver of

sulphur. Protexall is mighty good, and can be purchased from Vaughan's, Chicago, Ill.

Hardy Chrysanthemums can well be used as accent points in a mixed hardy flowering border. The tough varieties of hardy Mums are well adapted to planting in locations where many garden flowers will not do well.

The cushion type and other dwarf sorts for use as low edging for taller growing plants or for the hardy border.

For smaller gardens, where space for solid masses of color is not available dramatic effects can be obtained with groups of three to six plants at intervals in a long border.

Planting groups of hardy Mums where shrubbery plantings or evergreens will make a background.

Along walls, the foliage makes an attractive ground cover until the plants come into full bloom.

To form a line between vegetable plot and flower garden.

It is no trick at all to transplant Chrysanthemums in full growth or showing color, to pots and window boxes, or to any part of the garden or grounds where earlier blooming flowers have left undesirable gaps in your planting scheme. They may be grown in your vegetable garden or some out of the way corner and then moved.

By combining dwarf, medium-height and tall growing varieties it is possible to get a sloping bank of color glory in the late garden.

Farnam's Chrysanthemum Farm
New Blaine, Arkansas